

Be Relevant in Real Estate

Lucy Talley - Regional Vice President
South Atlantic Publishing Group



- Goals:
 - Create solutions that serve the audience and the advertiser
 - Create a destination site supporting a very hyper-local and time consuming interest, **Home**
 - Inventory existing portfolio to determine utility
 - Provide a highly-visual, mobile friendly experience
 - Ensure site is flexible and customizable
 - Provide robust content offering that is regularly and locally customizable via the Center for News & Design Vertical team
 - Partner content from Houzz, Washington Post, AP etc
 - Provide tools and service features (e.g. home valuation, service providers, property search, mortgage calculator)
 - Develop and grow audience via the portfolio including social promotion, newsletters
 - Launch marketing campaign

Marketing

- Consumer:
 - Launch promotion included: 'Win a Design Consult' and "\$5,000 home décor package" promotion; n.com home page content marketing; social media, email, ROP and online
- B2B:
 - Formats to include online media kit, fact sheet, talking points
 - Video currently under consideration
 - Materials under development and scheduled for release prior to site going live

Sales Support

- Field Communications
 - Bi-weekly email updates to the field
 - Regular updates in the GateHouse Sales & Marketing Newsletter
- Training Sessions
 - Ongoing, twice weekly webinars overviewing a rotation of the new real estate product suite

Survey Among GateHouse Newspaper Readers

I Would Be Very/Somewhat Interested in this Topic on My Ideal Home Site	
	% of Readers
Home Remodeling Articles	86%
DIY Guides and Ideas	82%
Real Estate Transactions	81%
Real Estate Articles and Advice	77%
Homes for Sale Search	74%
Local Market Info (Schools, Taxes)	74%
Find a Pro Directories	66%
Mortgage Rate Info	53%
E-Commerce (Search and Buy)	45%



Our Site Delivers on What Readers Said was Most Important



Favorite Home Decor Site

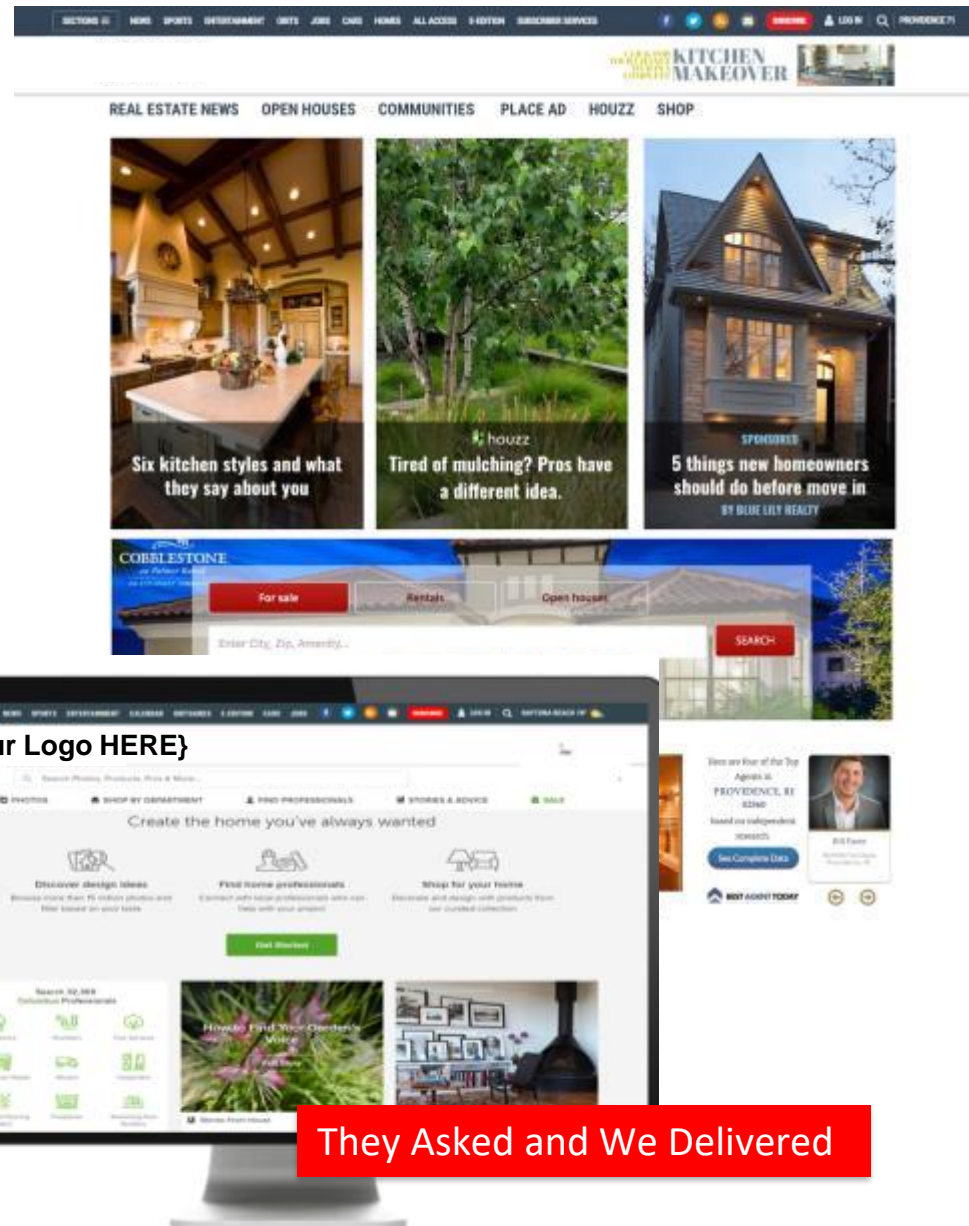
- [illegible]

Topics of interest in an Ideal Home/Real Estate website³

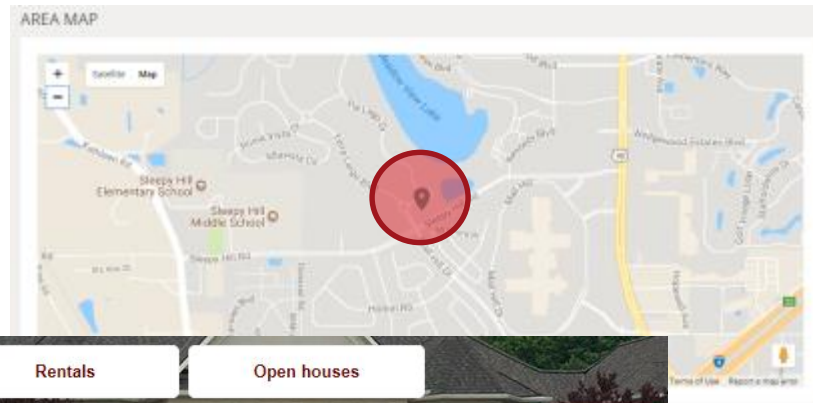
- Home Remodeling Articles 86%
- DIY Guides and Ideas 82%
- Before & After Galleries 81%
- Home Improvement Cost Guides 81%
- Real Estate Transactions 81%
- Real Estate Articles/Advice 77%
- Homes for Sale Search 74%
- Local Market Info (Schools, Taxes) 74%
- Home Appraisal Tool 73%
- Find a Pro Directories 66%
- Mortgage Rate Info 53%
- E-Commerce (Search and Buy) 45%

- 1) Exclude Sarasota (conflicted with Time & Money survey)
- 2) Results based on 3,465 respondents
- 3) Very/ somewhat interested

- Partnership with Houzz Provides World-Class Content
- Design Tips and Trends from Industry Experts
- Before-and-After Projects
- Photo Galleries Offer Design Inspiration
- Product Recommendations and Purchase Options
- Seasonal Projects and Ideas
- Home Project Tips to Save Time & Money
- Local Real Estate News and Features



- Local Real Estate News and Features
- Homes for Sale Search
- Local Market Information
- Mortgage Rate Calculator
- Find a Pro Directories



For sale Rentals Open houses

Enter City, Zip, Amenity... **SEARCH**

MORTGAGE CALCULATOR

Price of Home (\$)
424900

Down Payment (%)
20

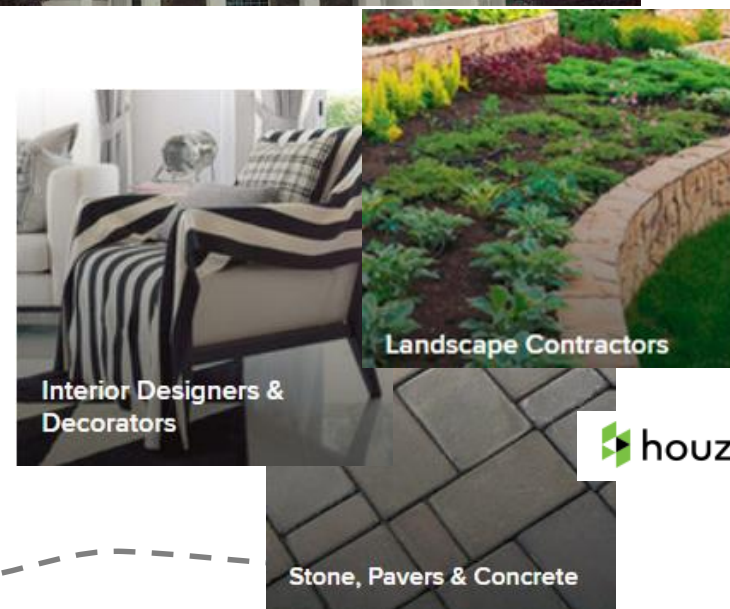
Interest Rate (%)
5

Loan Term (years)
30

CALCULATE

\$ 1824.76

Search, Plan, Calculate



houzz

Your Zip Code **Get Started**

How can I
**sell more homes AND
promote myself** at the
same time?

How can I
stand out
from other
realtors?

What is the best
way to **get more
leads**?

There are so many
options...How do I
**choose the RIGHT
marketing plan**?



Where will I find
the **time to
manage it all**?

We Listened and Delivered

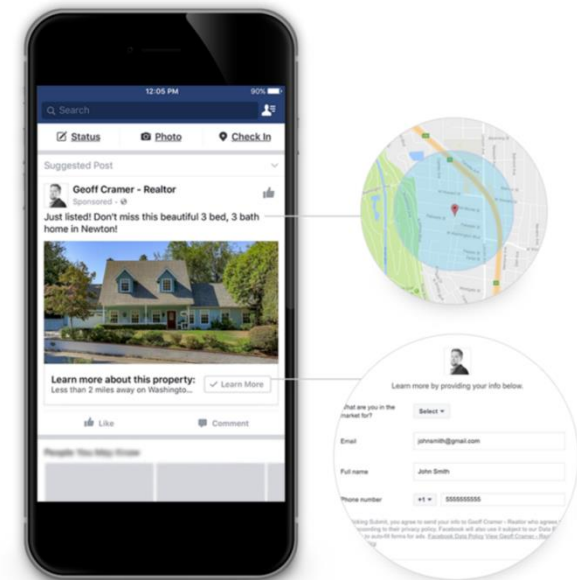
- Enhanced Homes Site Developed Based on Reader Research
- Improved Property Search Tools and More Local Real Estate Information
- Digital Marketing Solutions - À La Carte or Bundled - for Any Marketing Budget
- Relevant print products – traditional real estate sections, lifestyle magazines (branding), ROP
- Local Support from a Trusted Resource

The screenshot displays the GateHouse Media website interface. At the top, a navigation bar includes sections like NEWS, SPORTS, ENTERTAINMENT, and a search bar. Below this, a featured article titled 'KITCHEN MAKEOVER' is visible. The main content area is divided into several sections:

- Sponsored Content:** A large image of a house with the text 'Sponsored Content' overlaid.
- Property Search Hero Image Sponsorship:** A section titled 'COBBLESTONE' with a search bar and buttons for 'For sale', 'Rentals', and 'Open houses'.
- Targeted Display:** A section titled 'LATEST' featuring three small images with captions: 'Hunting a vacation home? Look to Inland Florida for a deal.', 'Homeowner's workbook: How to remodel your kitchen', and 'Why it's a wise investment to upgrade downstairs'.
- Digital Marketing Solutions:** A section titled 'Querencia at Barton Creek' with a 'TAKE A TOUR' button.

At the bottom right, there are logos for Google, an email icon, and Facebook.

- Goal: Affordable-Flexible-Targeted
- Developed optimized packages for core Real Estate marketing objectives
 - **Branding packages** for increasing awareness
 - **Listing Promotion packages** to help sell homes faster
 - **Lead Gen packages** for acquiring new sellers
 - Packages incorporate lower OnTarget, Direct Email pricing , for the RE category
- New revenue generating opportunities include:
 - High visibility display and content marketing positions
 - Themed promotions
 - Featured Agent program
 - Facebook Real Estate Ads
 - Best Agent Today directory
 - Lead Gen, identify potential sellers
 - Expanded self-serve capabilities



Meet Our Full-Service Digital Marketing Agency

Award-winning digital solutions provider helping local businesses connect with more customers

- **Google Premier Partner** – Achieved Google's strict criteria and passed a thorough vetting process
- **10,000+ Clients** – The experience and scale to offer proven tools and strategies that deliver measurable results
- **Full-Service** – Website development, social media, display ads, videos, SEO, SEM and more from a dedicated Client Services Team
- **Total Transparency** – Measurable results provided through a 24-hour, always-on reporting platform
- **Realtor-Specific Solutions** – Digital Marketing solutions developed with Realtors in mind



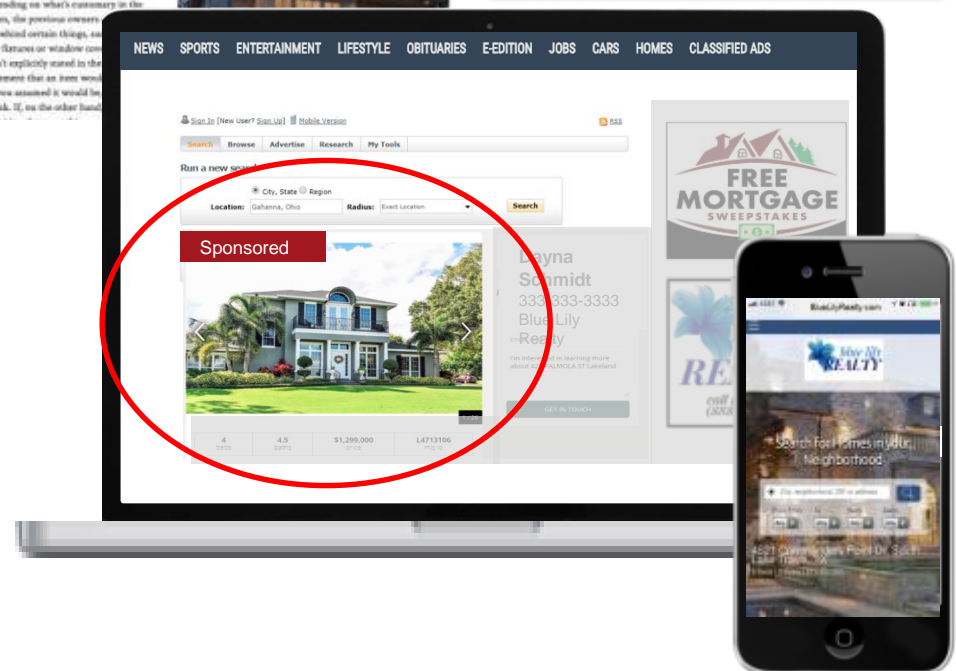
We'll help YOU Improve YOUR bottom line by providing cutting-edge solutions and best practices



- Enhanced Property Listings
- Targeted Display Campaigns
- Website Development
- Social Media Management
- Facebook Real Estate Ads
- SEO and SEM
- Direct Email
- Sponsored Content
- Custom Realtor and Agent Promotions

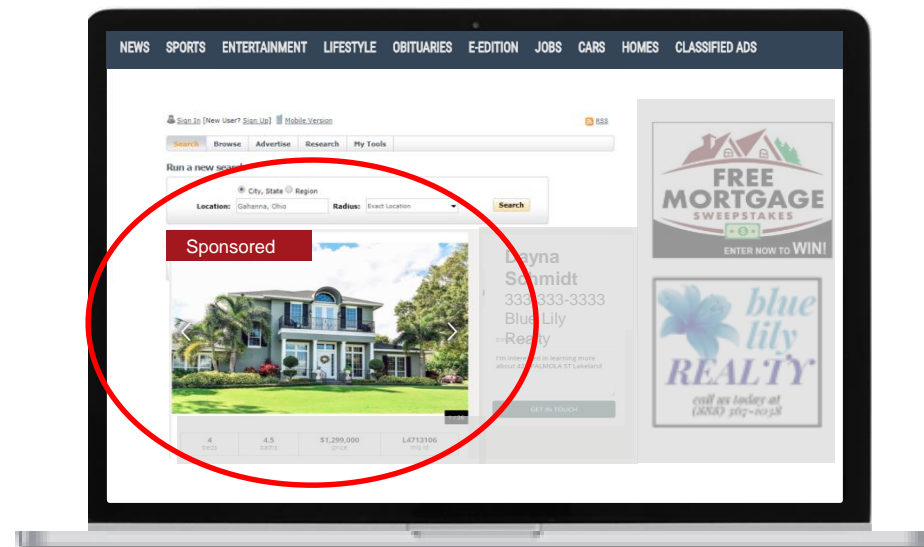
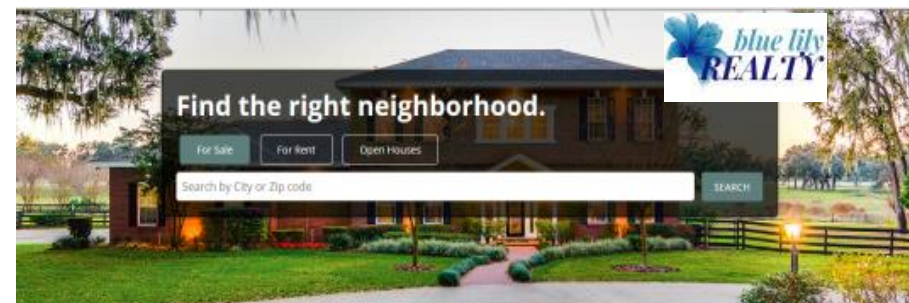


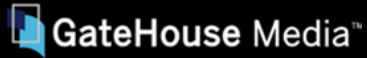
Custom Solutions
Designed for Realtors



Property Search that Delivers for Realtors and Customers

- We pull all listings from the MLS daily so they are always up-to-date
- Never a fee to place your listings on our site
- **Most importantly, we only display the listing agent's contact information. We NEVER place other agents' contact info on your listings.**
- Available Enhancements:
 - **Sponsored Listings** – Place your listing in the first two positions on the search results page for maximum response
 - **Featured Listings** – Your listings appear before non-paid listings, boosting the visibility
 - **Hero Image Sponsorship** – Own the search bar with your promoted listing or community





Targeted Display Campaigns

Deliver Your Message to the Right Customers at the Right Time

- Target on our Homes Site or anywhere we find your prospects
- We'll create your ads and help you reach home buyers and sellers based on geography, interests and hundreds of demographic variables
- Key Features:
 - Demo Targeting
 - Search Targeting
 - Contextual Targeting
 - Geofencing
 - Georecency
 - Re-Targeting



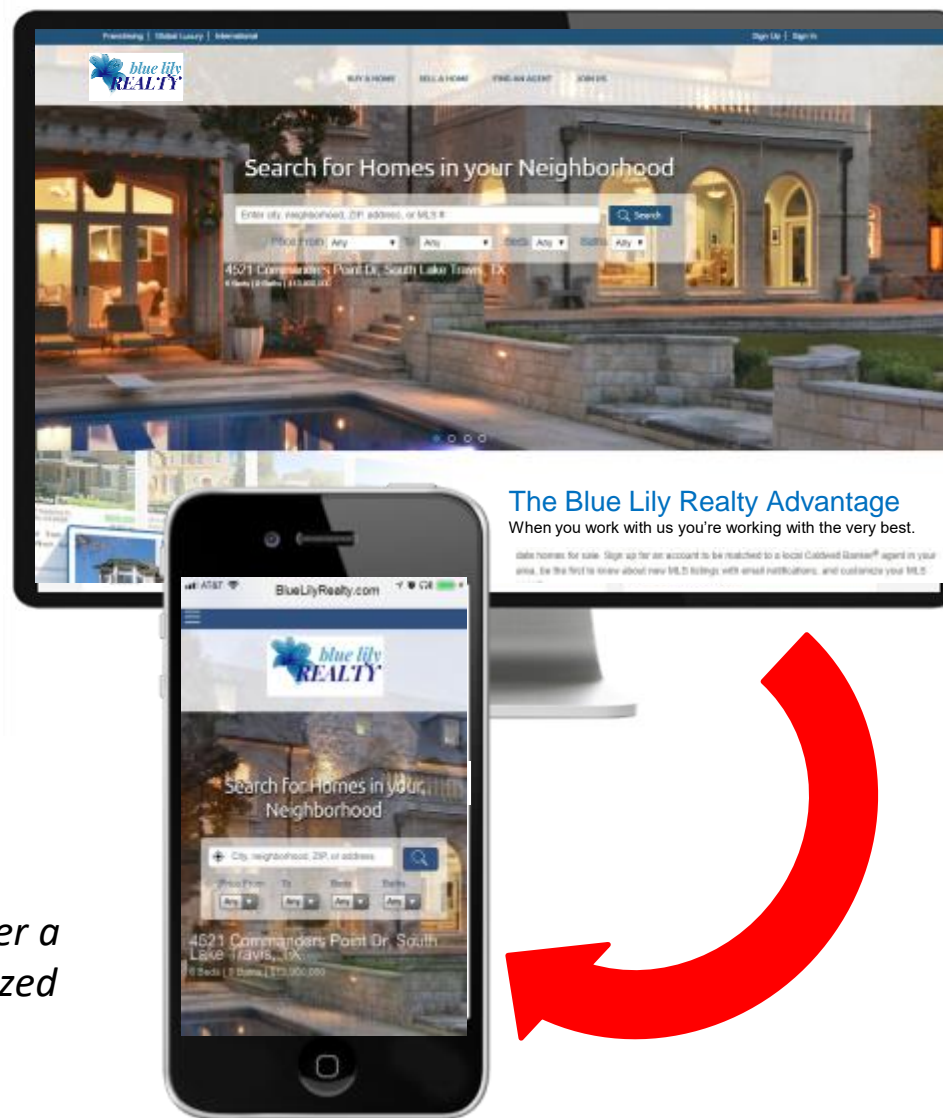
We'll Build You a Responsive, SEO-Friendly Website to Connect You with People Ready to Buy or Sell

- Mobile Website Design – Get found on-the-go and provide an improved user experience
- Give customers anywhere access to your website while generating more business and ROI
- SEO optimization ensures your site will be at or near the top of search listings
- Additional Features:
 - Click-to-call or click-to-email functionality
 - Link social media networks, search integration, contact forms and more
 - Receive ongoing support and maintenance



Percent of those who encounter a mobile site that wasn't optimized and don't push through

- Google



A Full-Service Solution to Establish a More Robust Social Presence for Your Real Estate Business

- Grow your audience and expand your reach online
- Leverage our full-service solution to establish a more robust social presence
- Our experts follow best practices to manage content and promote your business across Facebook, Twitter, LinkedIn, and Google+
- All inclusive programs combine Social Creation, Content Curation, Advertising, and Comment Responding
- A custom strategy is created for your business to reach in-market prospects and retarget your website visitors



Content Creation

Advertising

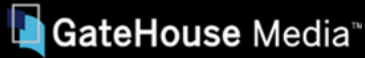
Comment Responses

Social Creation



Percent of consumers who have had a good social media experience with a brand and are likely to recommend it to others.

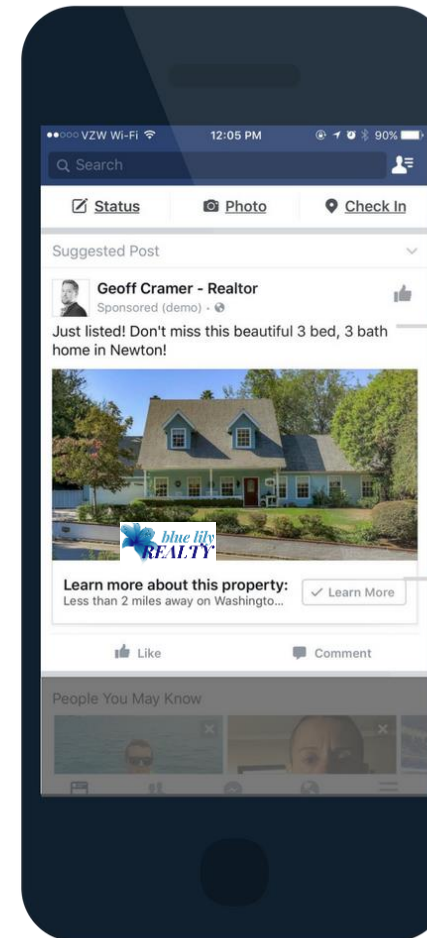
- Ambassador



Facebook Real Estate Ads

Reach More People, Get More Leads – All for Less than the Cost of a Postcard Mailing

- Extend the Reach of your Facebook Advertising – Appear on buyers' and sellers' Facebook feeds
- Simple and Automated – The system will generate your ad/content based on the listing you provide and auto-optimize the message based on previous results
- Not Just a Promoted Post – Our proprietary “Likely Mover Profile” identifies likely buyers and sellers in a determined radius
- Facebook’s “Lead Ad” Technology – Customer information prepopulates on a built in landing page, alerting you of each new lead via email
- Key Features:
 - **You own the leads**
 - **Fully automated**
 - **Starting as low as \$99**

A lead capture form for Geoff Cramer - Realtor. It includes a "Learn more by providing your info below." section with a "Select" dropdown for "What are you in the market for?". Below this are input fields for "Email" (johnsmith@gmail.com), "Full name" (John Smith), and "Phone number" (+1 5555555555). At the bottom, there is a "Submit" button and a small disclaimer about privacy policy.

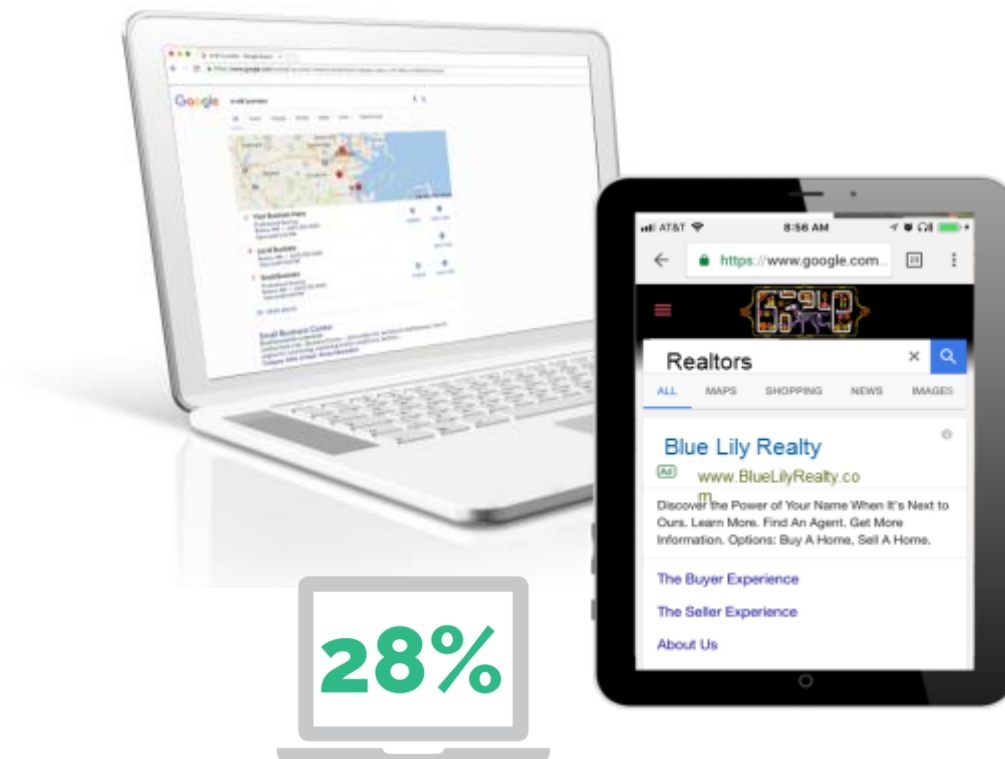
Deliver Compelling Messages

Target Specific Neighborhoods

Capture Leads, You OWN

When Customers Search Online, Are They Finding You or Your Competitors?

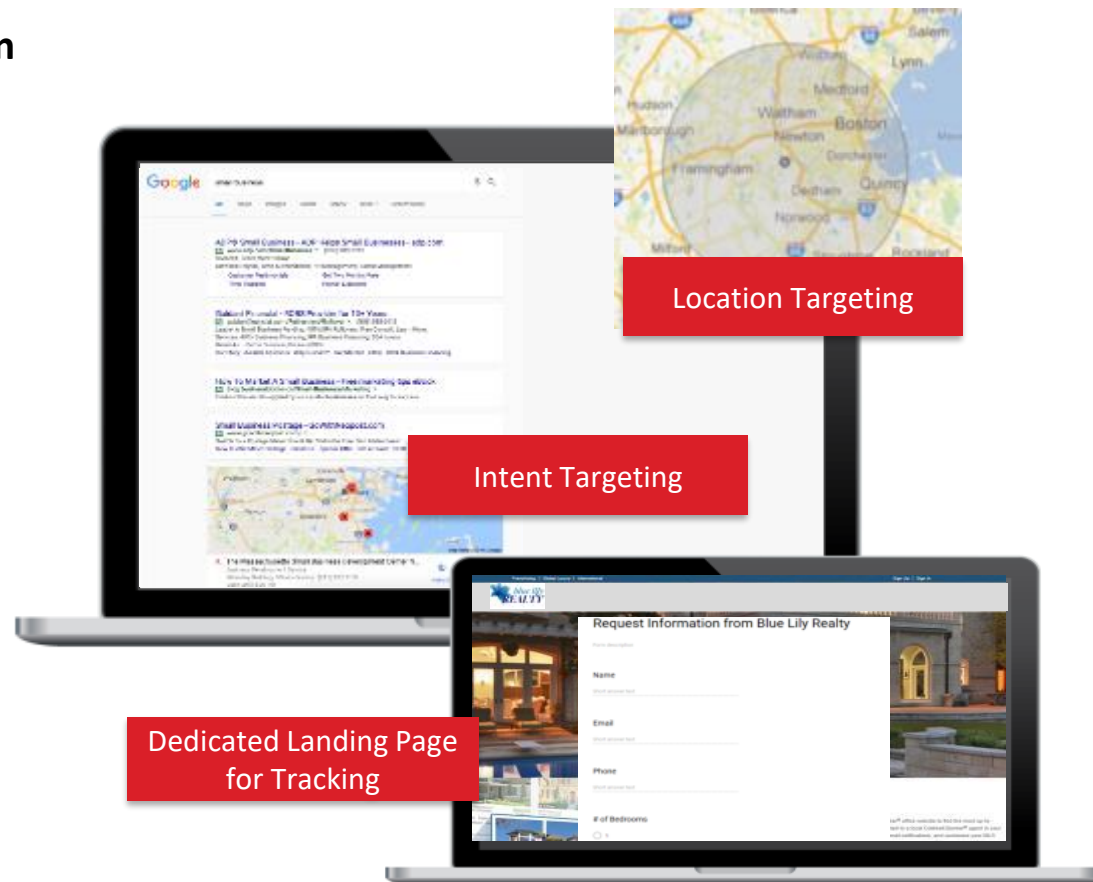
- Build upon your organic search ranking to generate more business
- Don't be invisible – Ranking higher in search results helps customers find you, driving more traffic to your website and listings
- Key Features:
 - **Personalized research & local strategy development based on business goals**
 - **Strategic SEO program combining onsite and offsite work**
 - **Web page Optimization to be SEO-friendly**
 - **YouTube channel optimization & video content creation**
 - **Improved ranking on Real Estate-specific directory listings**
 - **24/7 access to advanced SEO reporting**



*Increase in new
website visits our SEO
customers see
quarter-over-quarter*

Drive the Right Customers to Your Business and Turn Searches into Home Sales

- Market your business to the people looking for local Real Estate services
- We'll build and optimize your campaign to ensure success
- Key Features:
 - Free call tracking
 - 24/7 access to online dashboard to track results
 - Free landing page designed for conversions
 - Exposure on desktop and mobile across major search engines
 - Get your ads in front of your local customers

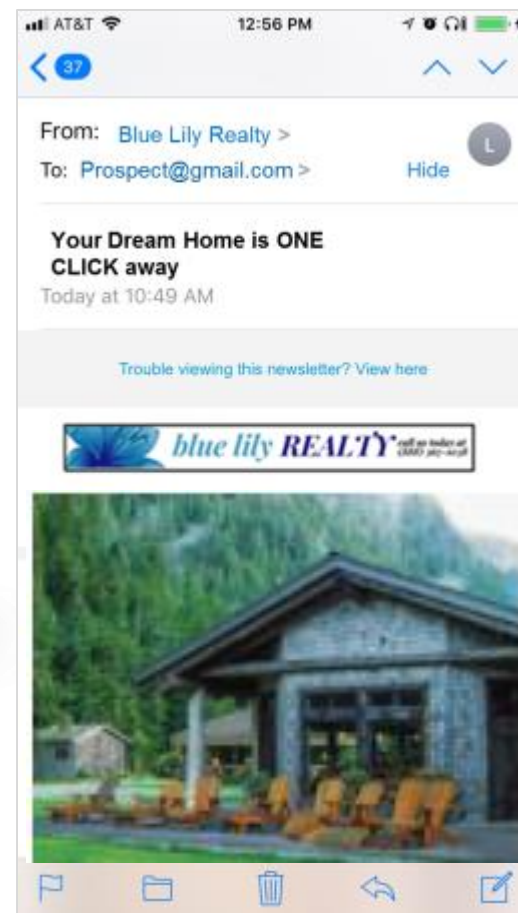
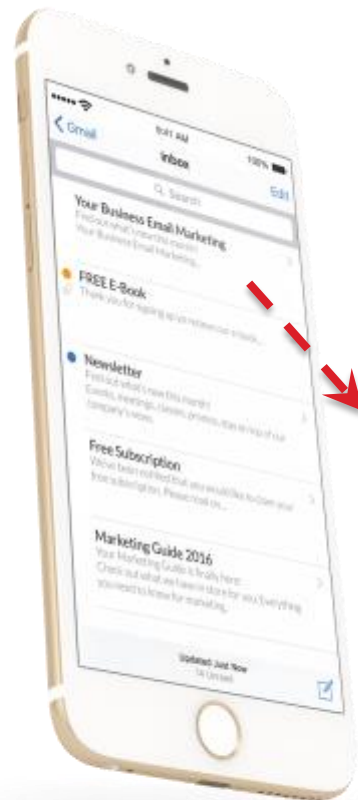


Two-thirds of B2B marketers use SEM as their #1 marketing tactic.

- Content Marketing Institute

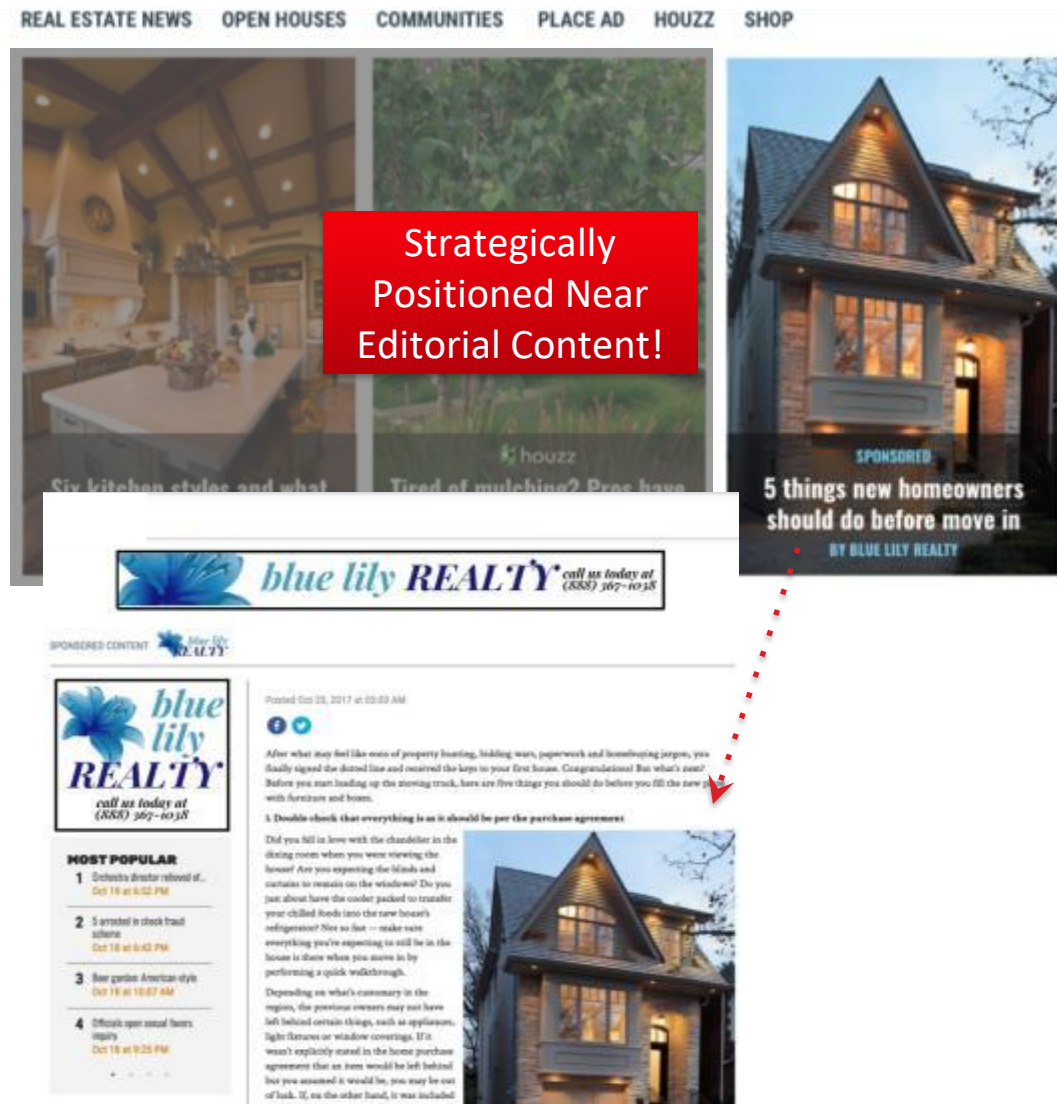
Build Email Marketing Campaigns and Expand Your Customer Base

- Reach high-quality consumers, micro-targeting only the audience you want to reach
 - Demographics
 - Geographics
 - Behavioral-Targeting
- Guaranteed engagement and click-thrus with over 200 million emails in our database
- We'll even provide email themes and work with you on images, copy, offers, and links
- Plus you'll get real-time email metrics



Engage Customers with Sponsored Content that Demonstrates Your Real Estate Expertise

- Our expert content team will work with you to develop content that provides real editorial value
- Strategically and seamlessly positioned within our editorial content
- Select from a variety of formats
 - Articles
 - Videos
 - Slideshows and GlideShows
 - Quizzes
 - Info Graphics
- Content can include a call-to-action to capture leads from real prospects



Custom Promotions that Capture Leads and Build Engagement

- Stand Out from the Competition – Unique engagement opportunities
- Turn-Key Quizzes and Sweepstakes
 - Real Estate
 - Home Improvement
 - Home Services
 - Mortgage Brokers
 - Custom Topics to Fit Your Needs
- Capture Leads – Opt-In email addresses and consumer insights
- Retargeting Capabilities – Access to the respondent emails for follow-up marketing



Quizzes and Sweepstakes



What type of house is right for you?

<<Sample Quiz>>

Supplement the Reach and Extend the Impact of Your Digital Campaign

- Build brand awareness in the market and promote your new listings
- Strategically place ads near Home content or target a broader audience by featuring your ad in the News Section
- We can even create Custom Content to complement digital Custom Content campaigns



North Carolinians attend offshore drilling event



Corbett Industries selling 17K acres

Wilmington company marketing tracts in 7 SE NC counties

By Camille Bellamy
StarNews Staff

SOUTHEASTERN N.C. — Looking for land? Corbett Industries has 17,000 acres for you to consider.

The Wilmington company is marketing huge swaths of land in seven Southeastern North Carolina counties, including New Hanover, Pender and Brunswick. Many of the undeveloped tracts have been held by the local Corbett family for upwards of 50 years.

"All the tracts essentially have had managed pine plantations for many years," said Realtor Jason Windham of Mass. Warwick, Matthews & Co. "Some of them have very, very good commercial or residential development potential. We have an 840-plus acre tract on Salisbury Road in North New Hanover County, and we also have a significant amount of land on U.S. 421."

The Corbett's own a family of businesses in the Wilmington area, including the manufacturer Corbett Industries and the Corbett Timber Company. Windham said family members recently made the decision to sell off some of the company's tracts from Duplin to Columbus counties.

©2018 the second and third



- One-Stop Shop for Digital Solutions
- Each tool designed to address one or more of your challenges
- Tools complement each other for maximum results
- Ability to target YOUR prime prospects in the areas you serve
- Built to suit any budget and managed by YOUR local marketing partner

Accomplish Your
Goals and Connect
with Your Target
Audience



There Are Many Benefits to Working With Us

- What will this campaign accomplish
- What measurable success will it provide
- What kind of growth, leads, revenue increase can they expect
- How will our program offer metrics/accountability for our performance
- How do our products and integrated solution offer the BEST opportunity for success
- What does the overall partnership look like short and long-term



Be Relevant in Real Estate Case Study



Wilmington Star-News

156,000+ Weekly Print Readership

860,000+ Monthly Unique Visitors

Jacksonville Daily News

54,000+ Weekly Print Readership

260,000+ Monthly Unique Visitors

New Bern Sun Journal

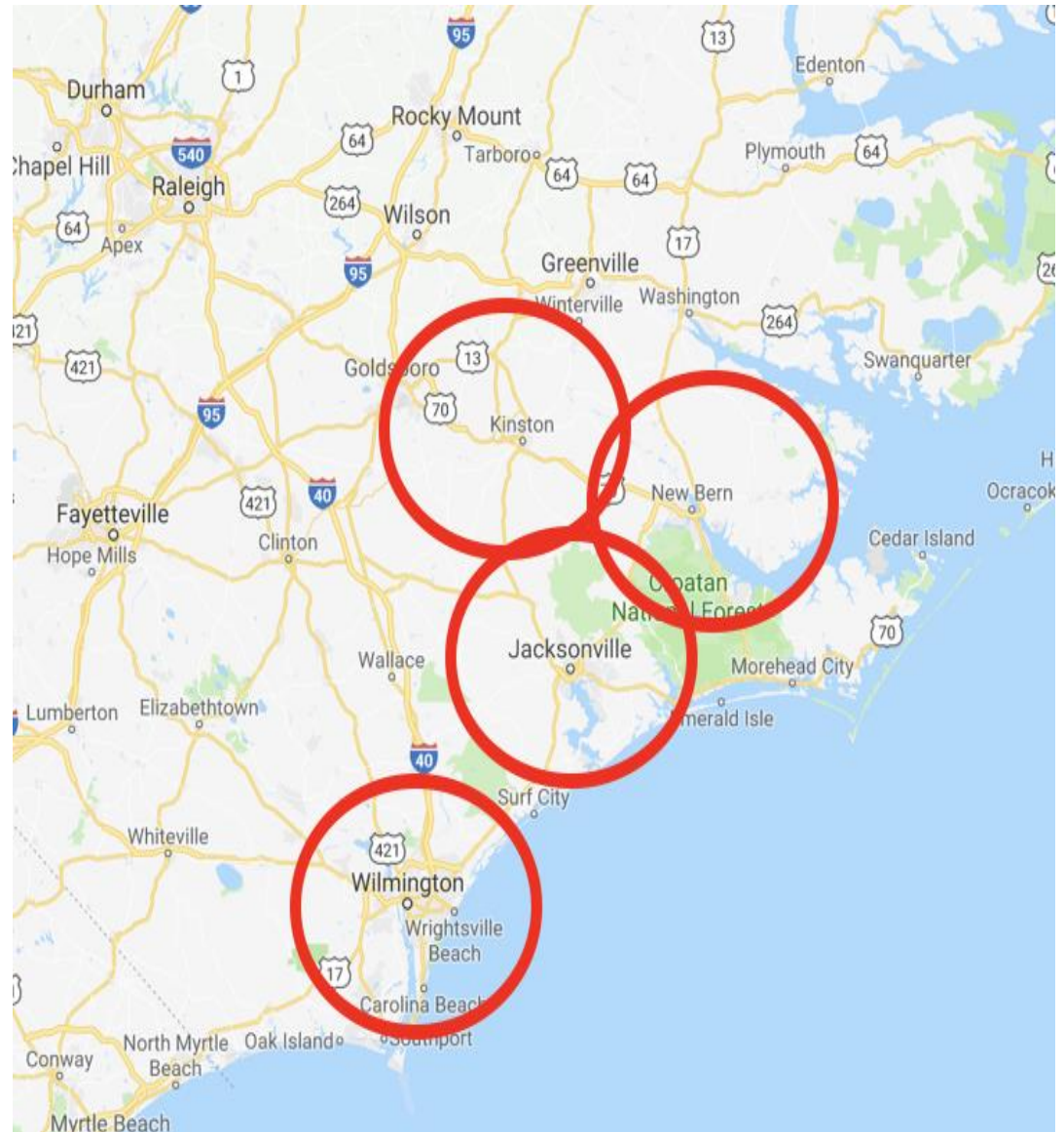
50,000+ Weekly Print Readership

130,000+ Monthly Unique Visitors

Kinston

30,000+ Weekly Print Readership

140,000+ Monthly Unique Visitors



Available real estate ad dollars have moved down the food chain.

- Local Agents have more control over their own advertising.
- Less of need to have to sell the Broker/Owner to gain Agent money.



Agents Need Listings

Markets are very active right now.
Wilmington & New Bern most active

- Millennials are (finally) buying
- Interest rate hikes are bringing out more buyers
- Affluent families looking for investment opportunities

CAPE FEAR REALTORS®	JAN – NOV 2016		
	JAN – NOV 2017		% Change JAN – NOV
Total Units Sold	8,170	9,356	14.52%
Avg. Sales Price	\$251,189	\$261,870	4.25%
Median Sales Price	\$209,279	\$216,062	3.24%
Avg. Days on Market	93	81	-12.33% (12 c
New Listings	11,045	11,964	8.32%

Agents need **Sellers** and they need to target them.

Average home Seller is:

- 55 Years old
(up from 45 in 2009)
- Lived in home for 10-years
(up from 5 years in 2000)

We have a solution.



We tend to consider Real Estate a Classified **ONLY** Category

When Agents are in a "sellers market," verticals like:

- Zillow
- Realtor.com
- Trulia
- And, our classified solutions
ARE NOT WHAT THEY WANT!

They know the home will sell. They spend their ad dollars to target potential home sellers, to gain coveted listings over the other agents in market!

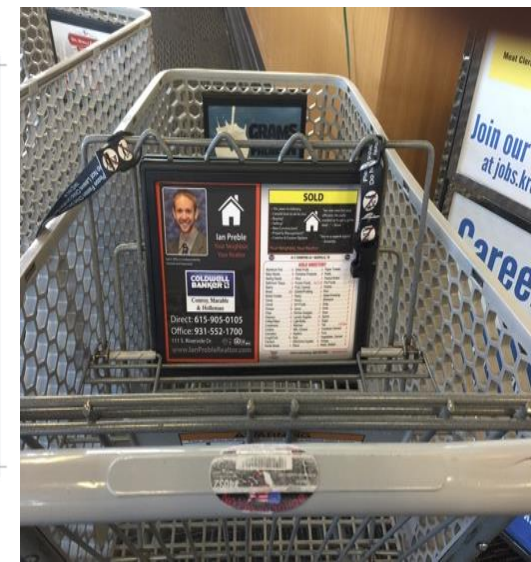


Agents Are Buying “Around Us!”

In order to find the home seller, they are placing money in other media:

- Direct Mail
- Billboards
- Creative Outdoor
- Even Shopping Carts!

They know the home will sell. They spend their ad dollars to target potent home sellers, to gain coveted listings over the other agents in market!





We focused on **local real estate agents** (Along with SMBs) during our yearly small business, "Reach & Frequency" push

Full-year, high value sales packages

- Each package can be tailored to individual business needs
- Various "price points"

Agent needs to commit to a **full year** of advertising to take advantage of the high value weekly price

Hyper-Local Marketing Solutions to Grow Your Business Cost Effectively!



Larger packages for Broker/Owners, included:

- **Real Estate Section**
Weekly in Newspaper to feature listings
- **Real Estate Showcase**
2x/ month to feature listings

Smaller packages for Broker/Owners, included:

- **Lifestyle Magazine**
To feature branding messages



Packages Included: Lifestyle Magazines

Quarterly “Lifestyle” Publications

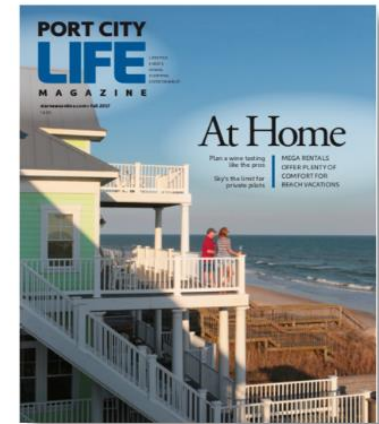
Slick “High Gloss,” / Full-Bleed/ Full-Color

Distributed via newspaper & retail locations

Target = Affluent women



JACKSONVILLE



WILMINGTON



KINSTON



New Berrn

Packages Included: Our MAGAZINES

Quarterly “Lifestyle” Publications

We recommended Agents used these publications as a “BRANDING” solution to promote their ability:

- To sell homes quickly
- To sell homes at a high price

A real estate advertisement for Brett Knowles. The background is a sunset over the ocean with a pier. On the right, there is a circular portrait of Brett Knowles, a man with a beard wearing an orange polo shirt. The text is as follows:

BRETT KNOWLES
A LIFETIME OF LOCAL KNOWLEDGE, HELPING YOU ACHIEVE YOUR REAL ESTATE GOALS.
910.279.3000
WILMINGTON • LELAND • HAMPSTEAD • WRIGHTSVILLE BEACH

"Brett's knowledge and skill showed on this sale. Buyers were lined up from day one! We had an untimely HOA assessment to deal with along with several potential buyers with unique views of business ethics. His experience and patience allowed us to make a decent profit in a few short years. His team provided a seamless closing, considering the frequent desire for change introduced by several potential buyers."
~ antiques175

Our LOCAL SITE TARGETING:

Newspaper.com - 20 Audience Segments

GateHouse Media Newspaper.com Audience Targeting

Allows us to serve ads on our sites by:

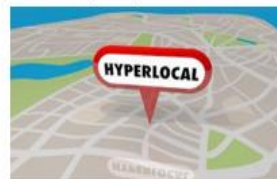
- Zip Code
- 20 Different Audience Segments



Arts Art, arts and crafts, music, theater, museums	Eco-Conscious Environment, renewable energy	Gaming Gaming	Politics Politics, elections
Automotive Cars, automotive	Education Education, college, higher education, university	Health & Fitness Health, fitness, weight loss	Small Business Business technology, business finance, lease
Baby Boomers Retiree, retirement / assisted living arrangements, health care	Entertainment Entertainment, TV, concerts, events, celebrity news	Home & Garden Home, garden	Sports Sports
Business Business, business travel	Family & Parenting Family, child care, parenting	Investing & Finance Investing, finance, bonds, banking, interest rates	Technology Technology, IT, science, electronics
Careers Career, job fair, employment	Food & Drink Food, dining, recipes, restaurants, nightlife	Luxury Luxury, wealth, vacations	Travel Travel, vacation, flights, hotels



Target your advertising By Zip Code



And, by Audience Segment Including: Baby Boomers, Education Level and More!

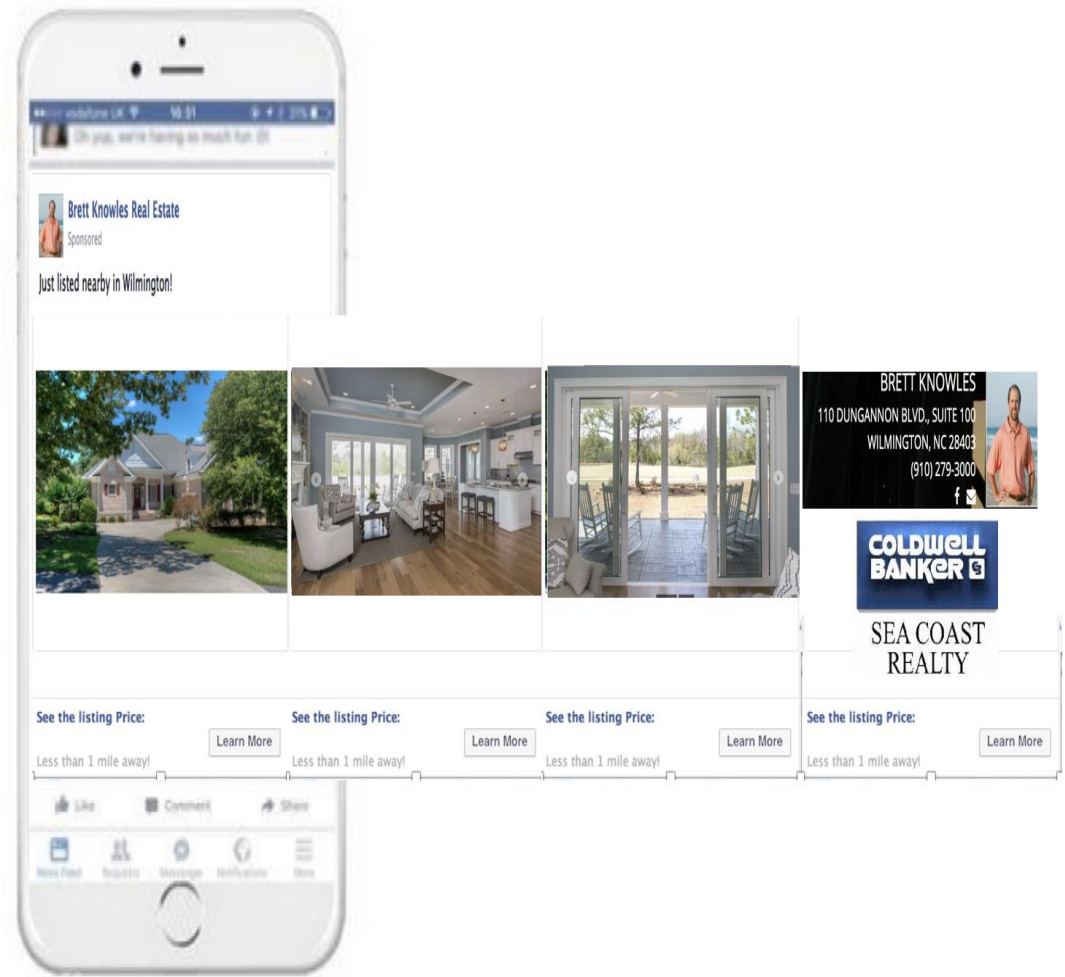


FaceBook advertising

GateHouse Media ThriveHive Social Advertising

Focused on Facebook for additional reach and local targeting:

- Offered “Carousel Ads” to feature latest local agent listings



Large and small packages for
Broker/Owners

- **Real Estate Section**
Weekly in Newspaper to feature listings
- **Real Estate Showcase**
2x/ month to feature listings
- **Lifestyle magazines**
- **Digital solutions**
- **Newspaper.com**

PORT CITY LIFE

Debuts 3/25 (publishing quarterly)
providing tips & information
on all things Wilmington!



BRETT KNOWLES

A LIFETIME OF LOCAL KNOWLEDGE, HELPING YOU ACHIEVE YOUR REAL ESTATE GOALS.

910.279.3000

WILMINGTON • LELAND • HAMPSTEAD • WRIGHTSVILLE BEACH



"Brett's knowledge and skill showed on this sale. Buyers were lined up from day one! We had an untimely HOA assessment to deal with along with several potential buyers with unique views of business ethics. His experience and patience allowed us to make a decent profit in a few short years. His team provided a seamless closing, considering the frequent desire for change introduced by several potential buyers."

~ antiques175

Cost-effective marketing = Massive ROI

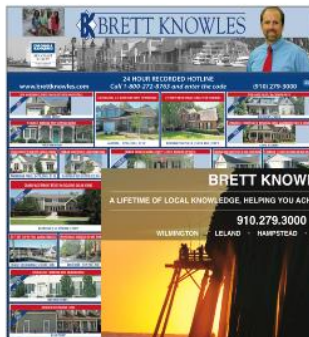
Hundreds of Thousands of HyperLocal Online Ads



50,000 /month
on the #1 LOCAL Website

Monthly Targeted
Ad Campaign on: **facebook**

52 Total Print Ads



2 Full Page ads/ mo.
in StarNews Real Estate Section

2 Full Page ads/ mo.
in Real Estate Showcase

1 Full Page each
quarter in Port City Life

Online Landing Page Print ad
for SEO

Diamond Real Estate

\$475/week

REGULAR PRICE = **\$708.63/week** *

*Open rate for full package



Cost-effective marketing = Massive ROI

Hundreds of Thousands of HyperLocal Online Ads



30,000 /month
on the #1 LOCAL Website

Monthly Targeted
Ad Campaign on: **facebook**

52 Total Print Ads



2 Half Page ads/ mo.
in StarNews Real Estate Section

2 Half Page ads/ mo.
in Real Estate Showcase

1 Half Page each
quarter in Port City Life

Online Landing Page Print ad
for SEO

Platinum Real Estate

\$322/week

REGULAR PRICE = **\$455.09/week***

*Open rate for full package



Hundreds of Thousands of HyperLocal Online Ads



20,000 /month
on the #1 LOCAL Website

Monthly Targeted
Ad Campaign on: **facebook.**

52 Total Print Ads



2 Quarter Page ads/ mo.
in StarNews Real Estate Section

2 Quarter Page ads/ mo.
in Real Estate Showcase

1 Quarter Page each
quarter in Port City Life

Online Landing Page Print ad
for SEO

Gold Real Estate

\$194/week

REGULAR PRICE = **\$310.37/week***

*Open rate for Quarter package



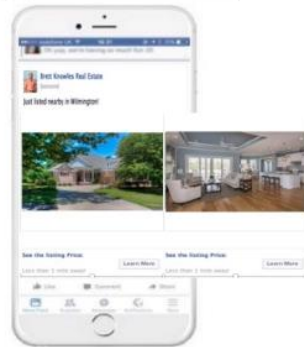
Cost-effective marketing = Massive ROI

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Hundreds of Thousands of HyperLocal Online Ads



20,000 /month
on the #1 LOCAL Website



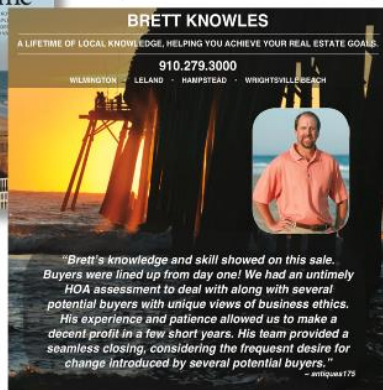
Monthly Targeted
Ad Campaign on: **facebook**



Print Ads



1 Quarter Page each
quarter in Port City Life



Silver Real Estate

\$145/week

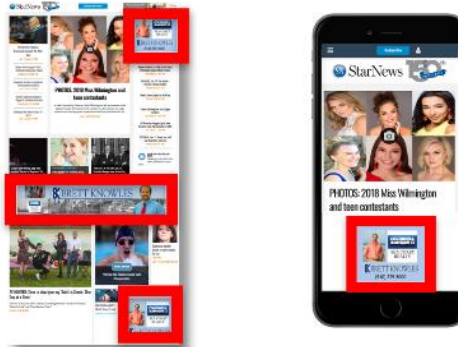
REGULAR PRICE = **\$208.47/week***

*Open rate for full package



Cost-effective marketing = Massive ROI

240,000 HyperLocal Online Ads



20,000 /month
on the #1 LOCAL Website

4 Total Print Ads



1 Quarter Page each
quarter in Port City Life

Bronze Real Estate

\$90/week

REGULAR PRICE = **\$194.99/week***

*Open rate for full package



Hosted Educational Workshops

- 10 total across all markets
- Not a “time share” meeting
- Highly educational
- Offered free marketing analysis with follow- up appointments

Worked with Outside Consultant Team to Help Close Contracts

- 2 Associate/ Closers for 2 Weeks

**The
Blinder
Group**
Multimedia
Sales Specialists



**MULTIMEDIA
MARKETING SECRETS
TO GROW
YOUR BUSINESS**

A FREE 90-minute
Workshop

Sponsored by:

Sun Journal
NEW BERN, NORTH CAROLINA


NEW BERN
CHAMBER OF COMMERCE

- **85%** = closing ratio with Agents
- **\$175,000** = Total Real Estate revenue with another \$123,000 pending
- **\$123/week** = Avg. Spend / Agent

ALL INCREMENTAL REVENUE



